

**ABSTRACT OF THE DISCLOSURE**

Disclosed herein is a composition for the oxidation dyeing of keratin fibers, for example of human keratin fibers such as the hair, comprising, in a medium suitable for dyeing,

- a) at least one oxidation dye;
- b) at least one non-oxyalkylenated fatty alcohol;
- c) at least one associative polymer; and
- d) at least one amide of an alkanolamine and a C<sub>14</sub>-C<sub>30</sub> fatty acid.